CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

JULY 6, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

- *REFERRAL BONUSES*
- *TECH TIP*
- *IN THE NEWS*
- *WOTC WINNERS FOR MAY*
- *CEC CONTINUES TO GROW!*
- *MAKING MAGIC*
- *BET YOU NEVER KNEW ...*
- *TOP 20 SALES VOLUME*
- *TOP 20 SALES INCREASE*

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
SHERRI PUTRATZ	795	JONATHAN PETERSON	$500.00
VERNON WARD	380	CHUN RESKO	$250.00
JOHN SCHACHINGER	085	MATTHEW BARTLEY	$250.00
EDWARD BABAYEV	464	ALLA BABAYEV	$ 50.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!

CROMPTON'S RUBBLE BUBBLE

It is important to make sure that all screws are securing the back door of the game. This will prevent the door from falling open and causing a safety issue by exposing the mechanics and electronics inside the cabinet.

If you have any questions please feel free to contact CEC Tech Support at 972-258-5458

CHUCK E. CHEESE IS IN THE NEWS!

A SERVICE OF THE Herald-Journal

go LIFE

HOME

By LINDA CONLEY
Staff Writer

<u>#383 SPARTENBURG, SC</u>

On the one hand, CRYSTAL MASSEY has a cool job. She goes to birthday parties every day. She plays games and does some dancing on the clock. She receives hugs hourly. In fact, people like her so much that they keep coming back to see her.

But on the other hand, her job is hot. Her uniform comes with a football helmet and furry padding that make the petite 16-year-old Boiling Springs High School student stand close to 6 feet tall. An ice pack is used to keep her cool, but she doesn't mind working up a little sweat if she can put a smile on the faces of shy and timid children.

MASSEY is Chuck E. Cheese at the restaurant on Spartan Boulevard in Spartanburg, SC.

"The day I applied to work here, I asked if I could play Chuck E. Cheese," she said. "I remember seeing him as a kid and I thought he was cool. I wanted a job where I could work around kids and have fun."

Working during the summer is important to many young adults, but some say the pay isn't as important to them as doing something they enjoy.

CRYSTAL and several of her friends started working about a month ago. She has to do the traditional waitress duties of taking orders and delivering pizzas, but she becomes someone else when she is Chuck. "I was a little afraid when I walked out in the costume for the first time," Massey said. "But I remembered how it was when I was a kid, and it was wonderful."

There are no prerequisites for the job, but knowing how to line dance doesn't hurt. After all, the "E" in Chuck's name stands for entertainment. "You can watch the actors and tell whether they are right," said BRIAN PROVINCE, general manager of Chuck E. Cheese's. "We try to encourage them to use their imagination."

Congratulations to our MAY WOTC WINNERS!

The General Managers of the winning locations receive credit for their electric bill and the District Managers receive a $500 AmEx check!

Midwest Region . . . . . #059 - STREAMWOOD, IL . . . . . BILL PRESSELL
Northern Region . . . . . #513 - QUEENS, NY . . . . JOHN CONNOLLY
Western Region . . . . . #717 - ARVADA, CO . . . . MIKE SCHOELLHORN
Southern Region . . . . . #967 - COLUMBIA, SC . . . . JIM HAMBLEN

CHUCK E. CHEESE CONTINUES TO GROW



NORTH HILLS, PENNSYLVANIA
back row: ADAM SHAFRAN, SEAN CHESLEY, WILL TERO, MARK GASTELUM, DAVE PEARSON
middle row: SHARON HALEY, KIM KEITH
front row: MOLLY McGLYNN, GENINE KNAP



VANCOUVER, WASHINGTON
back row: BILLY GROVES, JEREMY WILLIAMS (GM), MISSI ALBINI, DONNY BALENTINE
middle row: JANELLE SMITH, STEPHANIE PEETE, HELEN CAMP
front row: JENNIFER HARRIS, BRANDY WOODS

MAKING MAGIC!

#314 - HENDERSON, NEVADA ... "My family and I had the best time at Chuck E. Cheese's this weekend. The manager (*NICKOLAS LOVE*) was so friendly and helpful to us and all the customers. I really will enjoy going back there to seem and enjoy a great time again and again. Thank you for having the best team players working for you. *NICKOLAS LOVE*, manager of the Henderson store, was great!!! From a 'for sure' returning customer!"

#740 - NORTH CANTON, OHIO ... "Everything was very nice. The service was spectacular. The hostess (*CATHY BROWN*) was a real doll! She was a very pleasant person."

#961 - TOPEKA, KANSAS ... "I have been going to Chuck E. Cheese for about 20 years now. Every year, I go for my birthday. This year I had the time of my life. The team in Topeka was great! They even came out to sing happy birthday! I want to thank you very much for a great day."

#602 - CONYERS, GEORGIA ... We recently went to a birthday party at your Conyers location. My son is six and my daughter is 19 months. I couldn't believe the fun my daughter had as she danced just about every song and clapped the whole time, even while attempting to eat her pizza. My son has been to several birthday parties there and he enjoyed it every time. We were both amazed at how my 19 month old daughter reacted to all the noise and Chuck E. as he stood there animated and sang. She didn't want to at first, but once she got used to it, she had a blast. I would recommend anyone to have a party there. I'm having both of my kids there in October and November. Thanks for everything. You guys really made our night full of fun and lots and lots of laughs!"

BET YOU NEVER KNEW THAT ...

American car horns beep in the tone of F ...

No piece of paper can be folded more than 7 times ...

Donkeys kill more people annually than plane crashes ...

A Boeing 747's wingspan is longer than the Wright brother's first flight ...

You burn more calories sleeping than you do watching television ...

TOP 20 SALES VOLUME

Rank	Loc #	Location	Sales
1	446	Bell, CA	$103,464
2	930	Beaumont, TX	$97,259
3	418	Sun Valley, CA	$89,150
4	465	Torrance, CA	$69,238
5	453	Ventura, CA	$66,516
6	333	Vancouver, WA	$65,537
7	513	Queens, NY	$65,537
8	117	Kennesaw, GA	$64,539
9	430	Tampa/Carrollwood, FL	$62,067
10	716	New Orleans/Vets, LA	$62,773
11	321	Newark, CA	$62,449
12	420	Brandon, FL	$61,419
13	324	Pasadena, CA	$60,903
14	407	Corona, CA	$60,810
15	422	Garden Grove, CA	$59,863
16	433	Pembroke Pines, FL	$59,376
17	109	Burbank, CA	$56,919
18	438	Kendall, FL	$55,885
19	444	San Bruno, CA	$55,542
20	424	Hialeah, FL	$52,671

TOP 20 SALES INCREASE

Rank	Loc #	Location	% Increase
1	517	Rochester, NY	108.3%
2	353	Palm Desert, CA	61.8%
3	797	Edina, MN	37.0%
4	406	Huntington Beach, CA	32.6%
5	108	Redwood City, CA	28.5%
6	429	Granada Hills, CA	28.7%
7	451	Northridge, CA	27.8%
8	444	San Bruno, CA	27.6%
9	304	North Little Rock, AR	27.6%
10	399	Rohnert Park, CA	27.3%
11	415	San Bernardino, CA	24.6%
12	303	Little Rock, AR	24.4%
13	443	San Diego/Mira Mesa, CA	23.5%
14	461	West Hills, CA	22.8%
15	452	Levittown, PA	23.3%
16	462	Carson, CA	22.2%
17	322	Dublin, CA	22.0%
18	441	San Diego, CA	21.7%
19	073	Matteson, IL	21.7%
20	456	Skokie, IL	21.7%

CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

JULY 13, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

- *Referral Bonuses*
- *Human Resources*
- *Coupon Promotion*
- *Food for Thought ...*
- *Referral Bonus Program*
- *Employee of the Month Pin*
- *Top 20 Sales Volume*
- *Top 20 Sales Increase*

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	*Location*	*Referral*	*Bonus Amount*
ANA BERRY	*Support Center*	*JENNIFER McKEE*	*$500.00*
LINDA DENOD	*319*	*JON BRYFCZYNSKI*	*$250.00*
MICHAEL HARRIS	*736*	*TRACY BARRETT*	*$250.00*

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!

FROM HUMAN RESOURCES

As a reminder, we implemented a policy in January stating we would no longer hire individuals who are under 16 years of age. Please ensure you remain in compliance with this policy as the labor laws are extremely restrictive for people under the age of 16.

Some locations do currently employ cast members under the age of 16 which is fine, however, it is management's responsibility to ensure we remain in compliance with state and federal laws. If you have any questions or need an updated copy of the Federal and State regulations, please call an HR representative.

JULY 22, 2001 COUPON PROMOTION

All markets will be participating in a coupon promotion in July. Coupons will be in newspapers on July 22. Below is a detailed list by market with coupon versions.

COUPONS:

SUPER FAMILY FUN PACK	CHUCK E.'S CHOICE	FUN MEAL DEAL	ULTIMATE PLAY PACKAGE
- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 30 game and ride tokens ONLY $19.99 WITH COUPON	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 48 game and ride tokens ONLY $22.99 WITH COUPON	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 75 game and ride tokens ONLY $25.99 WITH COUPON	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 99 game and ride tokens ONLY $29.99 WITH COUPON

MARKETS:

Albany	Cleveland	Huntsville	Minneapolis	San Diego
Albuquerque	Colorado Springs	Indianapolis	Mobile/Pensacola	San Francisco
Alexandria	Columbia, SC	Jacksonville	Montgomery	Savannah
Amarillo	Columbus, GA	Kansas City	Nashville	South Bend
Atlanta	Corpus Christi	Knoxville	New York	Springfield, IL
Augusta	D/FW	Lacrosse	Oklahoma City	Springfield, MA
Austin	Davenport	Lafayette	Omaha	Springfield, MO
Bakersfield	Dayton/Springfield	Lansing	Orlando	St. Louis
Baltimore	Denver	Las Vegas	Palm Springs	Tampa/St. Petersburg
Biloxi-Gulfport, MA	Des Moines	Lexington	Peoria	Toledo
Binghampton/Vestal	Detroit	Lincoln	Philadelphia	Topeka
Birmingham	El Paso	Little Rock	Providence	Tulsa
Boise	Evansville	Los Angeles	Raleigh/Durham	Tyler/Longview
Boston	Flint/Saginaw	Louisville	Reno	Vancouver
Buffalo	Fresno/Visalia	Lubbock	Richmond	Wash DC
Cedar Rapids	Ft. Smith/Fayetteville	Madison	Roanoke	West Palm
Charleston	Ft. Wayne	McAllen-Brownsville, TX	Rochester	Wichita Falls
Charlotte	Grand Rapids	Memphis	Rockford	Wichita, KS
Chattanooga	Greenville, SC	Miami	Sacramento	Wilkes-Barre/ Scranton
Chicago	Hartford	Midland/Odessa	Salinas/Monterey	
Cincinnati	Houston	Milwaukee	San Antonio	Youngstown/Boardman

NOTE: NEW COUPON OFFER - ADD A MEDIUM PIZZA FOR ONLY $7.99

SUPER FAMILY FUN PACK	CHUCK E.'S CHOICE	FUN MEAL DEAL	ULTIMATE PLAY PACKAGE
- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 30 game and ride tokens ONLY $19.99 WITH COUPON ADD A MEDIUM PIZZA FOR $7.99	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 48 game and ride tokens ONLY $22.99 WITH COUPON ADD A MEDIUM PIZZA FOR $7.99	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 75 game and ride tokens ONLY $25.99 WITH COUPON ADD A MEDIUM PIZZA FOR $7.99	- 1 large pizza with 1 or 2 toppings or Super Combo - 4 regular size soft drinks - 99 game and ride tokens ONLY $29.99 WITH COUPON ADD A MEDIUM PIZZA FOR $7.99

MARKETS:

Baton Rough	Columbus	Green Bay	Harrisburg, PA	New Orleans, LA

Call the POS department if you have any questions about your registers. If you have any questions after hours, call 817/870-0744. Please call Piper Shealy in the marketing department if you have any questions about the coupon promotion.

FOOD FOR THOUGHT ...

There is no better time than right now to be happy. Happiness is a journey, not a destination.

So ... work like you don't need money ... love like you've never been hurt ... and dance like no one's watching!

REFERRAL BONUS PROGRAM 2001



BONUSES INCREASE IN VALUE WHEN YOU MAKE MORE REFERRALS!

Refer 1st manager = $1,000	*($250 at day of hire, $250 at end of training, $500 at completion of 6 months).*
Refer 2nd manager = $1,500	*($250 at day of hire, $250 at end of training, $1,000 at completion of 1 year).*
Refer 3rd manager = $2,000	*Travel Voucher- $1000 paid upon completion of training and $1,000 paid at 6 month anniversary.*
Refer 4th manager = $3,000	*"Car allowance" - $250 paid each month for one year from referred manager's start date. Both manager and referee must be currently employed to qualify each month.*

PLEASE NOTE:

All new hires resulting from referrals must start their employment within the same calendar year for the referring manager to receive the next tier award. Both employees must remain employed by CEC Entertainment, Inc. otherwise all payments will cease immediately. Any hires prior to March 1, 2001 will count towards qualifying the referring manager to advance to the next tier. Multiple referrals prior to March 1, 2001 will not receive retroactive pay.

WIN THE REFERRAL RACE AND INCREASE YOUR ANNUAL EARNING POTENTIAL!!

CONTACT YOUR REGIONAL RECRUITER WITH ANY
MANAGER/TECHNICAL MANAGER REFERRALS IMMEDIATELY.

SCOTT GLASSMAN – NORTHEAST
Phone: (732) 516-0670

JAMES BULLARD – MIDWEST
Phone: (317) 776-3575

SCOTT WEAVER – WESTERN
Phone: (909) 734-9201

TOM RATHER – SOUTHEAST
Phone: (859) 264-8036

MIKE SCHLEF – SOUTHWEST
Phone: (972) 943-3182

EMPLOYEE OF THE MONTH PINS

Employee of the Month pins are now available and will be drop shipped to each location along with a $7 charge to Period 7. There will be 6 pins to get you through the rest of this year (July-December). These pins, along with the monthly plaque, should be given to your monthly employee of the month starting in July ... THIS MONTH!



CHUCK E. CHEESE CONTINUES TO GROW



TRAINERS FOR BEAUMONT, TEXAS #930

back row, left to right:
VERONICA SALCEDO, ROSIE CARBAJAL,
and CLAUDIA DEL CASTILLO
front row, left to right:
GONZALO DIEZ, MIKE GUTIERREZ, and DAVID JASPERSON

TOP 20 SALES VOLUME

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CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

JULY 20, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

- *REFERRAL BONUSES*
- *NEW COLLECTOR CUP*
- *TECH TIP*
- *GENERAL CINEMA*
- *YOU DO MAKE A DIFFERENCE*
- *BET YOU NEVER KNEW ...*
- *TOP 20 SALES VOLUME*
- *TOP 20 SALES INCREASE*

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
EDWARD BABAYEV	464	ALLA BABAYEV	$250.00
SHELLY FLY	558	MIKE MAITOZA	$250.00
DEBRA HELMS	323	TRACY BRADSHAW	$250.00
MIKE COLLIER	067	JASON ERICKSON	$100.00
RON WOOD	950	CINDY BEARD	$100.00
GREG GULLY	485	DARLENE AKERS	$ 50.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. *KEEP THOSE REFERRALS COMING!*

Coming soon...

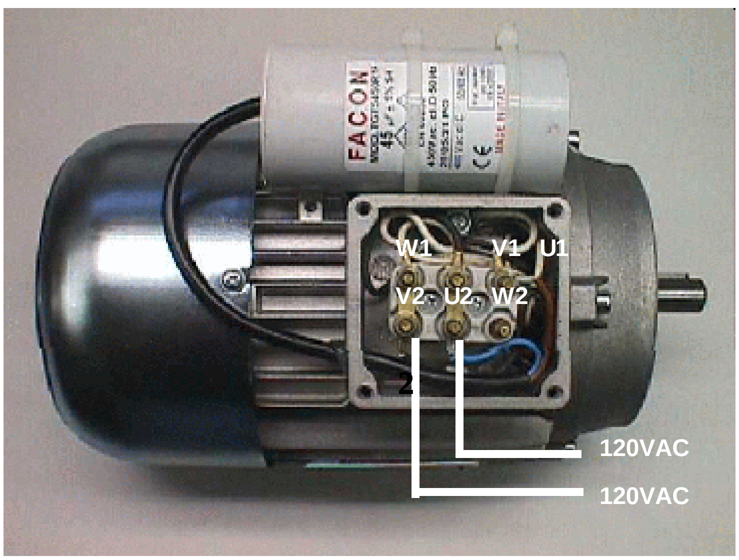
A NEW COLLECTIBLE CUP!

So, when you're ready to switch from the "Token-In-the-Ear Cups" to the next style, you must deactivate the update on the IBM that makes it dispense 2 tokens for each collectible cup. Here's how you do it:

1. Go into the ***MANAGERS UTILITY MENU*** on the back-office PC.
2. In the ***MANAGERS UTILITY MENU***, go into the ***MANUAL UPDATES MENU***.
3. Inside the ***MANUAL UPDATES MENU***, there is an option to disable the 2 tokens dispensed for the collectible cups.

If you have any questions, please call our POS Department at (972) 258-5451.

ELY PUMP MOTOR



When installing a new motor on the Ely or Delta Fly ride, it is very important that the motor is wired correctly for proper pump operation.

For proper operation, the motor should be wired for a counterclockwise rotation.

Inside the junction box there are two jumpers. One jumper needs to be placed between W1 and V2 and the other jumper placed between V1 and U2. Notice that the 120VAC is placed on V2 and U2. (see photo)

If you have any questions please feel free to call CEC Technical support at 972-258-5458.

GENERAL CINEMA

If you are participating in General Cinema's Summer Movie Camp and need more tear pads of the free admission coupons, please contact Brenda Holloway at (972) 258-4222.

YOU DO MAKE A DIFFERENCE!

#304 - NORTH LITTLE ROCK, ARKANSAS ... "I was in your establishment the other night and what I encountered really surprised me as I know how our young people today act and this was out of the ordinary for young people. There was a young man ***(JUSTIN HUTCHINSON)*** working in the area with all the games. He was so helpful to me and my family and so polite. I watched him and he treated all the customers that way. My wife even said she hopes our children act that way when out working with the public. This young man deserves our thanks. He was always polite, cool, calm, and patient. Thank him for representing your establishment so well."

#539 - READING, PENNSYLVANIA ... "I just wanted to tell you that my sons and I had a great time there. The boys were invited to a birthday party and had so much fun!"

#501 - PARAMUS, NEW JERSEY ... "What a pleasant surprise I received when I entered your restaurant. The place was clean and being cleaned while we were there. The salad bar was fresh! The games were all active and, when one broke down, a repair person was immediately there and then I was greeted by the manager with an apology for the wait. I promise we will back another time to Chuck E. Cheese's!"

UNKNOWN LOCATION ... BUT A WONDERFUL LETTER TO SHARE ... "My family and I appreciate your kindness and the love you showed us as we celebrated my daughter's one year anniversary of her transplant and recovery. We came to the one place my daughter could be happy, Chuck E. Cheese's. We wish you all the best in life. *STEVEN*, thank you for everything. Our prayers are with you."

#444 - SAN BRUNO, CALIFORNIA ... "Our family had a terrific time at your place in San Bruno. My son just had his 4th birthday there and my daughter will have her 2nd birthday at your restaurant. My son really loves the Sky Tubes."

#869 - COLUMBUS, GEORGIA ... "We really enjoyed our daughter's birthday party. Everyone was very friendly and helpful. The food items were all fresh and tasty. Not only did the children have a blast playing all the games, but the prizes they earned with the tickets gave them something to remember the day. Thank you for giving children a safe, friendly environment for lots of fun."

#597 - ALLEN, TEXAS ... "I recently had my son's party at Chuck E. Cheese's. It was a last minute thing and I thought it was going to be such a total disaster, but it wasn't, thanks to one very special worker you have there ... CHASE! He made my son's party such a great success that I told him I would be coming back. Please let him know how much his uplifting, positive attitude helped make my son's party such a success. I hope to see his smile there every time I go back!

BET YOU NEVER KNEW THAT ...
Apples, not caffeine,
are more efficient at waking you up in the morning ...
The average life span of a major league baseball: seven pitches ...
A duck's quack doesn't echo ... and no one knows why!
Pearls melt in vinegar.

TOP 20 SALES VOLUME

rank	loc#		sales	rank	loc#	location	sales
1.	446	Bell, CA	$86,325	11.	321	Newark, CA	$58,292
2.	930	Beaumont, TX	$81,379	12.	433	Pembroke Pines, FL	$57,413
3.	418	Sun Valley, CA	$73,125	13.	716	New Orleans/Vets, LA	$56,471
4.	420	Brandon, FL	$73,038	14.	513	Queens, NY	$55,830
5.	572	Conroe, TX	$65,719	15.	324	Pasadena, CA	$55,455
6.	430	Tampa/Carrollwood, FL	$63,866	16.	357	Lakewood, CA	$54,780
7.	453	Ventura, CA	$63,297	17.	444	San Bruno, CA	$54,325
8.	438	Kendall, FL	$63,072	18.	109	Burbank, CA	$53,651
9.	465	Torrance, CA	$62,642	19.	434	Sunrise, FL	$53,613
10.	117	Kennesaw, GA	$59,937	20.	422	Garden Grove, CA	$52,820

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	415	San Bernadino, CA	43.4%	11.	304	North Little Rock, AR	18.0%
2.	353	Palm Desert, CA	32.9%	12.	410	Sacramento, CA	17.4%
3.	434	Sunrise, FL	29.7%	13.	355	Valencia, CA	17.2%
4.	357	Lakewood, CA	25.7%	14.	741	St. Louis/Central, MO	15.3%
5.	411	Simi Valley, CA	25.2%	15.	409	Diamond Bar, CA	15.0%
6.	405	La Mesa, CA	24.6%	16.	721	Englewood, CO	15.0%
7.	889	Oklahoma City/NW, OK	22.0%	17.	460	St. Petersburg, FL	15.0%
8.	414	Murrieta, CA	21.9%	18.	916	Fairview Heights, IL	14.6%
9.	034	Oaklawn, IL	21.2%	19.	082	Independence, MO	14.5$
10.	456	Skokie, IL	18.5%	20.	462	Carson, CA	14.4%

CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

JULY 27, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
MARCUS WILCOX	478	AARON BLANCHARD	$550.00
JORGE RODRIGUEZ	718	LAWRENCE CHAPPEL	$500.00
ERIC DORTCH	949	WANDA THICKLIN	$300.00
LISA NAIMI	087	WILLIE WILSON	$300.00
TREY SHINGLER	950	AMY PIERCE	$250.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!

IMPORTANT MESSAGE FROM MARKETING

It has come to our attention that a company by the name of "Off The Record Research" has been approaching our stores with a survey requesting sales and performance information. UNDER NO CIRCUMSTANCES SHOULD YOU, YOUR MANAGEMENT TEAM, OR CAST MEMBERS PROVIDE ANY INFORMATION ABOUT OUR BUSINESS TO THIS COMPANY OR THEIR REPRESENTATIVES.

It is our company's policy to coordinate all information through the corporate office. If any organization or reporter contacts your store with questions of this nature, please refer them to either Jon Rice at extension 5413 or Dick Huston at extension 5506 at the Support Center. If there is an incident at your restaurant that prompts calls from the media, please contact Jon or Dick immediately so they are prepared to coordinate any communication to reporters.

Thank you for your support with this matter.

MERCH SALES ... MERCH SALES ... MERCH SALES ... MERCH SALES ...

Are you selling your CHUCK E. CHEESE PLUSH BACKPACKS?!?!

We know you WILL INCREASE SALES if you ...

Make sure your cast members at KID CHECK and at the MERCHANDISE counter

ARE WEARING BACKPACKS AT ALL TIMES!

MERCH SALES ... MERCH SALES ... MERCH SALES ... MERCH SALES ...

BRAVE FIREFIGHTER RETROFIT

All corporate locations should have received the retrofit for Brave Firefighter by now. This retrofit mounts the hose/nozzle assembly permanently to a console to help prevent damage from being dropped on the floor.

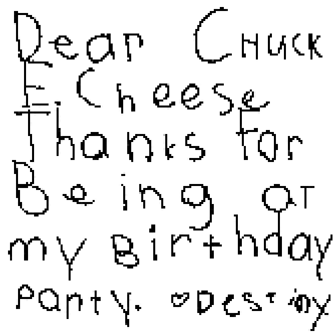


If your location has not received this retrofit, or if you have any questions, please call CEC Technical Support at 972-258-5458.

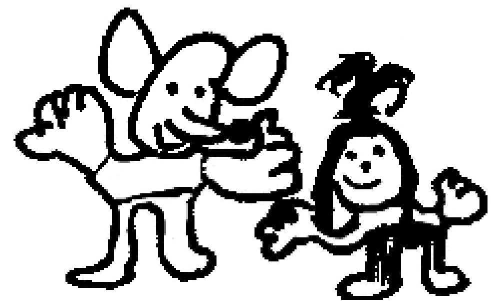
YOU DO MAKE A DIFFERENCE!

<u>#464 - ATTLEBORO, MASSACHUSETTS ...</u> We want to always give credit where credit is due ... and it's certainly due this location! Last week, we shared a wonderful letter from a mother who brought her young daughter to Chuck E. Cheese's to celebrate the one year anniversary of her transplant. We wanted to share the letter, but had to idea which location they had visited. I received a phone call earlier this week ... and was informed that the location that provided that child with such a wonderful experience was ATTLEBORO, MASSACHUSETTS! Great job, Attleboro!

<u>#081 - IRVING, TEXAS ...</u>



Dear CHUCK E. Cheese Thanks for Being at my Birthday party. ♡Destiny



Budding artist Destiny also sent us this portrait of Chuck E. Cheese and Destiny!

<u>#547 - MAYFIELD HEIGHTS, OHIO ...</u> "I would just like to thank you for everything. I had a party there for my son and it was nice. The place was very clean and everyone was very pleasant. I really do appreciate the hospitality. In the future, I do plan to come again."

<u>#328 - GRAND RAPIDS, MICHIGAN ...</u> We celebrated my daughter's birthday there last Wednesday. I just wanted to write to you and let you know that we have a very pleasant experience, largely due to one of your employees whose name was JENNIFER. She had a great attitude toward the kids and their families and was very helpful and friendly. We were so struck by her desire to make our visit enjoyable that I felt I needed to let you know. These days it seems so rare to get good service that it makes me appreciate good service even more."

<u>#441 - SAN DIEGO, CALIFORNIA ...</u> My seven year old daughter Sara and ten of her closest friends celebrated her birthday at your Chuck E. Cheese on Sports Arena Blvd. Everyone at the party had a fun, safe, and wonderful time. We wanted to thank your wonderful staff for helping to make our party a big success! Every staff member that we dealt with was friendly, helpful, and professional. We also wanted to commend you for the cleanliness of your restaurant. Just thought you should know that we think you are doing a great job. We had a great time and will be back soon!"

<u>#681 - ALTAMONTE SPRINGS, FLORIDA ...</u> We are very happy with your restaurant, especially my four year old daughter who had her birthday party with Chuck E. We want to thank you for being party of my daughter's birthday. Keep up the good work."

<u>#936 - AUSTIN, TEXAS ...</u> "My family and I went to Chuck E. Cheese's on Burnet Road on Saturday. We were a walk-in party and manager CHRIS (MORA) made sure that we had everything we needed ... candles, birthday plates, and balloons. He and Chuck E. made my son's birthday the best! Thank you and keep up the good work!"

LIFE'S LITTLE REMINDERS ...

An apology is a good way to have the last word.
You cannot leave footprints in the sands of time while sitting down.
You will never offend a person by returning a smile.
Anybody who thinks talk is cheap never argued with a traffic cop.

TOP 20 SALES VOLUME

rank	loc#		sales	rank	loc#	location	sales
1.	446	Bell, CA	$88,838	11.	465	Torrance, CA	$58,969
2.	930	Beaumont, TX	$72,887	12.	333	Vancouver, WA	$58,395
3.	418	Sun Valley, CA	$71,091	13.	324	Pasadena, CA	$57,674
4.	420	Brandon, FL	$68,835	14.	948	St. Charles, MO	$56,561
5.	453	Ventura, CA	$653969	15.	444	San Bruno, CA	$54,948
6.	716	New Orleans/Vets, LA	$64,403	16.	407	Corona, CA	$54,809
7.	572	Conroe, TX	$64,023	17.	513	Queens, NY	$54,350
8.	430	Tampa/Carrollwood, FL	$61,855	18.	438	Kendall, FL	$53,654
9.	117	Kennesaw, GA	$60,764	19.	433	Pembroke Pines, FL	$53,453
10.	321	Newark, CA	$59,814	20.	456	Skokie, IL	$53,150

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	538	Downingtown, PA	330.9%	11.	937	Amarillo, TX	20.9%
2.	463	Waterbury, CT	38.7%	12.	407	Corona, CA	19.6%
3.	604	Madison, WI	28.4%	13.	916	Fairview Heights, IL	18.3%
4.	411	Simi Valley, CA	27.5%	14.	956	Cedar Rapids, IA	18.1%
5.	095	Chino, CA	26.0%	15.	724	LaCrosse, WI	17.9%
6.	048	Alexandria, LA	25.9%	16.	710	Aurora, CO	17.1%
7.	456	Skokie, IL	25.9%	17.	797	Edina, MN	16.5%
8.	461	West Hills, CA	23.9%	18.	094	Joliet, IL	16.4%
9.	889	Oklahoma City/NW, OK	23.1%	19.	353	Palm Desert, CA	15.9%
10.	957	Davenport, IA	22.0%	20.	948	St. Charles, MO	15.9%

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